BBA IN RETAILING

Term-End Examination

December, 2013

00085

BRL-015 : IT-APPLICATION IN RETAILING

Time : 2 hours   *Maximum Marks : 50*

Note :   (i)   *Attempt **any five** questions.*

         (ii)   *All questions carry **equal** marks.*

1. "Networks and Telecommunications are the important components of information systems". Justify the statement with the help of a suitable example in the field of Retail.   3+7=10

2. What do you mean by CRM ? Discuss the benefits and consideration of implementing a CRM system in case of Retail Setting.   2+8=10

3. What do you mean by Digital Commerce ? Discuss certain challenges for adoption of Digital Commerce in India.   3+7=10

4. What is Electronic retailing (e-tailing) ? How would you Integrate Brick and Mortar with e-tailing ?   3+7=10

5. Explain briefly the following terms used in retailing :   2x5=10
   * IP Address
   * RFID
   * MMS
   * POS
   * E-Payment

6. Briefly comment on *any two* of the followings : 5x2=10
   (a) IT is playing a predominant role in the success of any retail store.
   (b) Functions of Merchandise Management System (MMS).
   (c) Key Performance Indicator in Retail.

7. Distinguish between *any two* of the followings :
   (a) Mobile Phone and Landline Phone   5x2=10
   (b) Shopper and E-Shopper
   (c) Magnetic Stripe Reader and Fingerprint Reader

8. Write short notes on *any two* of the followings :
   (a) Electronic Data Capture (EDC)   5x2=10
   (b) Product Catalogue
   (c) Business Intelligence

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